

WXIX

**ORDER**

Flight Dates 10/22/12-10/28/12

Contract / Revision **838250 /**  
 Original Date / Revision  
 10/19/12 10/19/12  
 Advertiser **National Rifle Association**

Agency **American Media Advocacy C**  
 Buying Contact  
**815 Slaters Lane**  
**Alexandria, VA 22314**

Product **NRA**  
 Agency Com 15%  
 Billing Contact  
**815 Slaters Lane**  
**Alexandria, VA 22314**  
 Sales Office T-DC  
 Sales Region National  
 Agency Ref

Order Sep 00:00:00  
 Estimate # **3388**  
 Alt Order # **06384312**  
 Billing Type Cash  
 Order Type Political  
 Billing Cycle EOM/EOC  
 Billing Calendar BROADCAST  
 Demographic A35+  
 Rev Codes Agency Political Pol-Issue  
 Product Codes PL20  
 Priority P12  
 Advertiser Ref

Primary Account Executive  
 Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$32,725.00	\$38,500.00	45.70	10/01/12	10/28/12	7	\$32,725.00	\$38,500.00
Totals	7	\$32,725.00	\$38,500.00	45.70					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/27/12	10/27/12	World Series on Fox World Series	Comm	730P-11P	-----1-	:30	1	\$10,000.00	P 1	24.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----1-		1		\$10,000.00		24.00					
E 2	WXIX	10/28/12	10/28/12	NFL on Fox Game 1 NFL on Fox	Comm	1-4P	-----1	:30	1	\$4,250.00	P 3	12.50	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----1		1		\$4,250.00		12.50					
E 3	WXIX	10/28/12	10/28/12	NFL on Fox Game 2 NFL on Fox	Comm	4-730P	-----1	:30	1	\$4,250.00	P 3	5.40	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----1		1		\$4,250.00		5.40					



Contract / Revision      **838250**      Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision   10/19/12/   10/19/12

Order Sep   00:00:00

Advertiser   **National Rifle Association**   Product **NRA**

Estimate #   **3388**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	10/28/12	10/28/12	NFL on Fox OT NFL on Fox OT	Comm	730-8P	-----1	:30	1	\$1,500.00	P 3	3.80	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1			1			\$1,500.00		3.80			
E 5	WXIX	10/24/12	10/24/12	World Series on Fox World Series	Comm	730-11P	--1----	:30	1	\$10,000.00	P 1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----			1			\$10,000.00		0.00			
N 6	WXIX	10/28/12	10/28/12	NFL on Fox Game 2 NFL on Fox	Comm	4-9P	-----S	:30	1	\$4,250.00	P 3	0.00	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$4,250.00		0.00			
N 7	WXIX	10/28/12	10/28/12	NFL on Fox Game 1 NFL on Fox	Comm	1-5P	-----S	:30	1	\$4,250.00	P 3	0.00	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$4,250.00		0.00			
														<b>Totals</b>	<b>7 \$38,500.00</b>